

FISCAL YEAR 2023 LOCAL CONTENT AND SERVICE REPORT

For more than 60 years, PBS KVIE has fulfilled our mission to inspire you to explore the world and connect with your community through the integrity of public media.



PBS KVIE is a valuable part of the Sacramento region. By sharing local stories on television and online, we reflect the diverse community we serve, sharing our past, present, and future. And national shows airing on PBS KVIE inspire everyone in our region to explore, try something new, discover a different perspective, and more.

PBS KVIE provided these local services in FY23:

- Forty-five new programs and segments featuring our region's arts; celebrating local attractions and California agriculture; and delving into pressing regional issues like education, the environment, history, health, and more
- In-person community screenings for national and local programs
- Commercial-free children's programming 24 hours a day, 365 days a year, plus free online and on-demand children's content

PBS KVIE deeply impacts the community we serve. Children broaden their horizons with friends like *Rosie's Rules* and *Work It Out Wombats!*, available any time on our KVIE PBS KIDS channel and the PBS KIDS App. Members of our community explore history, discover hidden gems in our region, examine the real story behind the headlines, join the conversations that matter to our community, and find inspiration – all through our programs.

LOCAL PROGRAMMING

In FY23, PBS KVIE created 45 new programs and segments featuring the region's arts; celebrating local attractions; and delving into pressing regional issues like education, the environment, history, health, and more.

These programs reflect the community back to itself. In creating them, PBS KVIE immerses itself in the community to understand the stories it tells on air and online. PBS KVIE also engages with its neighbors through public screenings. These screenings bring together community members, show producers, subject experts, and others to watch and discuss the programs PBS KVIE is creating and airing.



AMERICA'S HEARTLAND

In FY23, PBS KVIE and other PBS stations – representing 90% of America's population – continued to air episodes of *America's Heartland*. Since its launch in 2005, episodes have aired more than 400,000 times throughout the United States. Viewers get an inside look at how American farmers and ranchers create an incredible bounty of products. Stories feature farms from across the country, and each episode includes a Farm to Fork segment featuring fresh ingredients grown throughout the Heartland.



The California Department of Food and Agriculture (CDFA) awarded PBS KVIE a major grant, which allowed us to undertake production on 10 new episodes featuring 40 stories, including 10 cooking segments. The episodes focus primarily on California specialty crops, many of which are grown around the Northern California region served by KVIE. FY23 was dedicated to pre-production, story development, field production throughout the state, and post-production for season 17, which launched in FY24. Sustainable Agriculture Research and Education also provided funding, which allowed us to create two additional half-hour episodes.

A second CDFA grant has enabled us to commence field production on an additional 10 episodes focusing on California specialty crops and diversity in agriculture for season 18. The season will also feature a nutrition segment highlighting the health benefits of specialty crops.



In preparation for the new season release, the dedicated website for *America's Heartland* was redesigned and launched at the end of June 2023. The website – americasheartland.org – features episodes and segments from every season of *America's Heartland*. Stories are searchable by commodity, state, and season so that viewers can find a story's featured farm. Visitors can also find seasonal recipes from the popular Farm to Fork cooking segment and educational materials for students and educators.

LOCAL PROGRAMMING continued



INSIDE CALIFORNIA EDUCATION

PBS KVIE's locally produced statewide series about the state's public education system is *Inside California Education*. Pre-production, story development, field production throughout the state, and post-production for season 5 took place in FY23. New episodes began airing on KVIE and other California PBS stations in FY24. Episodes feature both K-12 education and many of California's community colleges. The series continues to be well-received by other California stations, general viewers, and stakeholders in California education.



KVIE ARTS SHOWCASE

Our arts series that combines the best local arts stories with those from other PBS stations across America profiled local artist Francis Brown, who uses her art to express her truth and legacy. Throughout her life, many obstacles delayed but did not divert her from her path. Those challenges expanded her understanding of her own possibilities and her art.

PBS KVIE's commitment to the arts goes beyond this program. The station lobby hosts the PBS KVIE Gallery, which rotates exhibits six times each year. And each fall, PBS KVIE organizes the PBS KVIE Art Auction, a live, on-air auction that not only benefits the station but also celebrates local masters and emerging artists in a variety of mediums.



The PBS KVIE Gallery showcases works from local and regional artists who have participated in the annual Art Auction. Exhibitors included Susan Ballenger, Dwight Head, Color Chorus, Polly LaPorte, and Andres Alvarez. Public reception events were held for the artists, and PBS KVIE presented each exhibition virtually on the gallery website. Gallery promotion and rich community connection continue through well-attended opening receptions, promotion on the gallery's dedicated Facebook page, a new PBS KVIE ARTS Instagram account, and local media partnerships spotlighting featured artists.

The *41st Annual Art Auction* featured more than 270 artists from throughout Northern California and served as the region's largest arts showcase for 23 hours of live and pre-recorded television and online streaming. The auction process began in April when PBS KVIE received hundreds of entries. The station's art curator narrowed the art down to 270 works. In July 2022, a jury of respected art professionals in the region selected the award-winning art in the 2022 collection.



The Art Auction's featured artworks were on display and open to the public at the PBS KVIE Studios during regular operating hours in September 2022. The artwork was open for guests to view at their convenience and bid using physical tags at the art display or online at kvie.org/artauction. Two small gatherings were created for Leadership Giving donors, participating artists, and Art Auction sponsors to experience the art and bid.

The months leading up to the live auction involve a high level of effort from station staff, artists, and volunteers to prepare for and present one of the station's largest fundraising events. Participating artists donate all artwork, and 100% of the proceeds benefit the mission of PBS KVIE.

LOCAL PROGRAMMING continued



KVIE DIGITAL SHORTS

PBS KVIE continued production of online-first and online-only series of video content through KVIE Digital Studios. Viewers can see these shorter bites of content – “digital shorts” – on PBS KVIE’s website, YouTube channel, and Facebook page. Two UC Davis Health-sponsored shorts explored how the UC Davis Rehabilitation Hospital maximizes the quality of patient care and how the UC Davis Health Eye Institute offers hope for sight restoration.



ROB ON THE ROAD

Rob on the Road, PBS KVIE’s weekly series hosted by Rob Stewart, has gained solid brand recognition and continues to be a primary vehicle to showcase PBS KVIE’s mission to tell local stories. The weekly series premiered in May 2012 and has received dedicated funding for the series and individual episodes. The series produced six new half-hour episodes in FY23 and 11 segments for broadcast and online. Many of those half-hours focused on changemakers and innovators in our community as part of the ongoing *Rob on the Road: Region Rising* initiative. Highlights included Tommy Stewart, a soccer champion with the Sacramento Republic FC, who shared his story of mental health, grief, loss, and the power of music; Kevin McAllister, the director of Meals on Wheels Sacramento, an organization feeding thousands of seniors in need of more than just a meal; Sacramento Mayor Darrell Steinberg, who has spent decades serving those facing mental health challenges and how he wants others to reach out a helping hand; April Javist, the executive director of the Sacramento Literacy Foundation, which is putting new books in children’s hands; and Giuliano Kornberg, the Sacramento Philharmonic and Opera’s executive director, who is helping to bring communities together.



Additionally, one new episode took viewers back on the road to four regional excursions. Viewers discovered Lake Berryessa’s fascinating hidden history – there was once a thriving farm town at the bottom of this Napa County lake. Rob visited nearby Winters to explore a new exhibit that brings the town of Monticello back to life. In this episode, Rob also experiences a story of survival inside Smash Sacramento, a new “rage room” designed to release stress, finds treasures inside Amatoria Fine Art Books, and tries rail biking in Yolo County.



STUDIO SACRAMENTO

In its 12th season, *Studio Sacramento* continued its weekly focus on topics and people of local interest to viewers in the region with host Scott Syphax. The 18 new episodes covered topics including new approaches to building housing and community, the state of the economy, the youth mental health crisis, the rise in antisemitism, the importance of exploring genealogy, the American River Parkway Foundation, meaningful communication strategies, the importance of childhood literacy, the Black Panther Party’s legacy, Sacramento hosting the Homeless World Cup, 60 years of The Sacramento Observer, being transgender in America, Sacramento State’s new president Dr. Luke Wood, and the state of regional community banks.

LOCAL PROGRAMMING continued**VIEWFINDER**

PBS KVIE's *ViewFinder* series offered viewers eight new in-depth journeys across a wide range of topics, either produced by PBS KVIE or acquired from talented local producers. Many explored health, history, nature, and the environment. Other programs explored how Rancho Cordova grew from a small Gold Rush town into a major research and manufacturing center for space exploration; how the first truly disabled-access hiking trail is coming back after being destroyed by fire; and how America's Great Lincoln Highway became one of the first freeway arteries linking the United States. Outdoor enthusiasts also enjoyed two hiking episodes that explored backcountry Yosemite and Joshua Tree National Parks.



The "Focus on Health" initiative, sponsored by UC Davis Health, enabled citizens to dive deep into stories about health and wellness and learn about advances in medicine. *The Power of Silence* explored deafness and hearing loss through the many different lenses of education, understanding, compassion, and technological advancements. *Psychedelics and Healing* delved into new research into psychedelic therapy, showing its potential to rewire the brain and allow patients to break dangerous patterns of thinking and behavior. Finally, *Hope for Healing – The Power of Stem Cells* shared stories of remarkable breakthroughs in stem cell research.

LOCAL ENGAGEMENT WITH NATIONAL PROGRAMMING



PBS KVIE viewers enjoy national programs from PBS year-round. Ken Burns' latest documentary, *The U.S. and the Holocaust*, examined the rise of Hitler and Nazism in Germany in the context of global antisemitism and racism, the eugenics movement in the United States, and race laws in the American South. There were even more history deep dives and thought-provoking documentaries with *Finding Your Roots* and episodes of *American Experience*. Viewers explored the natural world with *Nature* and *NOVA*. They were transported by *Masterpiece* and period dramas, traveling to the idyllic Yorkshire Dales through *All Creatures Great and Small* on *Masterpiece*, to Victorian London alongside the city's first female detective on *Miss Scarlet* and *The Duke* on *Masterpiece*, and beyond. New anchors Amna Nawaz and Geoff Bennet and the trusted journalists of *PBS NewsHour* kept viewers informed every day of the week, on air and online. *FRONTLINE* provided in-depth coverage of the war in Ukraine, an overview of America's 20-year investment in Afghanistan, an inside look at the response to the Uvalde school shooting, and more.



CHILDREN'S PROGRAMMING

As an educational broadcaster, PBS KVIE is known for its PBS KIDS offerings like *Sesame Street* and *Daniel Tiger's Neighborhood*, presenting 9,315 hours of educational children's programming across the main high-definition channel and the 24-hour PBS KIDS channel. Every day, children across this region of California embark on amazing adventures and make discoveries through PBS KIDS programs on PBS KVIE.

The new series *Rosie's Rules* premiered on Oct. 3, 2022. The series follows the adventures of Rosie Fuentes, an inquisitive and hilarious 5-year-old girl just starting to learn about the amazing world beyond her family walls. And she is ready to learn it all by figuring it out herself.



The new series *Work It Out Wombats!* premiered on Feb. 6, 2023. The series follows a playful trio of marsupial siblings who live with their grandmother in a fantastical treehouse apartment complex called the Treeborhood. The residents of the Treeborhood bring varied skills, abilities, traditions, assorted ways of thinking, and different family structures to this diverse and vibrant community of neighbors.

ADDITIONAL EVENTS

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PBS KVIE engaged our community through several in-person screenings and events in FY23. In connection with the premiere of the new documentary *Fanny: The Right to Rock*, PBS KVIE partnered with the Center for Asian American Media to present a screening party and performance on May 22, 2023. Held at the Crest Theatre, the free event also featured a performance by the band Fanny, which was a hometown celebration, as the band formed in Sacramento in the 1960s.

In addition, a screening party was held at the Crest Theatre to celebrate the return of *All Creatures Great and Small on Masterpiece* with a preview screening of the first episode of season 3 on Dec. 14, 2022. The evening featured trivia and photos of guests' pets on the big screen before the screening.



We also welcomed Nick Sheedy, the lead genealogist for the hit PBS show *Finding Your Roots with Henry Louis Gates, Jr.*, for a special event on Feb. 23, 2023. Guests heard behind-the-scenes stories from the series and tips for their own genealogical research.

In addition to these events, PBS KVIE continues to grow the PBS KVIE Box Office, providing concert and event opportunities for members through on-air fundraising thank you gift incentives. PBS KVIE offered over 20 local engagements with the Box Office in FY23. Event experiences included concerts, live theater, and in-studio guest speakers. Performances included artists Andrea Bocelli, The Doo Wop Project, Chris Botti, and The Fab Four. The PBS KVIE Box office additionally offered tickets to performances including "Take Me Home: The Music of John Denver starring Jim Curry" and "Jesus Christ Superstar," as well as our annual Antique Valuation Day.



FISCAL YEAR 2023 FINANCIAL REPORT

Through the generosity of more than 60,000 station supporters and local corporate sponsors, PBS KVIE ended the fiscal year with net income from operations of \$3,680,261, as reflected in the station’s audited financial statements. Factoring in investment income and interest, the station reported an increase in unrestricted net assets of \$7,069,138. Station management diligently monitors monthly results against budgets and trends and is mindful of how membership and other support dollars are applied to advance the PBS KVIE mission.

Individual contributors remain PBS KVIE’s primary source of funding. When pooled together, these memberships – \$35 donations, \$120 phoned-in gifts, \$250 Production Partner contributions, and \$1,000 Masterpiece Circle gifts – easily eclipse PBS KVIE’s other revenue streams. Corporate sponsors, grants, and special events are important, too. But it’s the collective power of the individual that makes PBS KVIE possible.

PBS KVIE FISCAL YEAR 2023

REVENUES			EXPENDITURES		
	\$17,308,553			\$13,628,292	
Membership Contributions	8,425,199	49%	Programming & Production	5,475,223	40%
Grant Funding	4,303,459	25%	Fundraising & Membership	3,164,635	23%
CPB – Annual Grant	2,083,588	12%	Management & General	2,385,287	18%
Sponsorships	1,370,760	8%	Broadcasting	1,463,721	11%
Rental Income	359,219	2%	Program Info & Promotion	1,139,426	8%
Other Income	328,058	2%			
Special Events	235,820	1%			
Production	202,450	1%			

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*This list represents directors who served during some or all of FY23.

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